



PROOFING & VISUALIZATION SEMINAR

SEE WEBSITE FOR DATES



This brand-new, two-and-a-half day seminar explores the current state of proofing and prototyping capabilities while getting hands-on with the latest hardware and software technologies available. Industry experts and brand owners will discuss the requirements to successfully create accurate simulations of a final products. Attendees will be exposed to current and upcoming solutions to bring design concepts to life for their customers, and discuss how developing technologies such as VR and AR fit into the design workflow.

Presentation topics include:

- Designing & Communicating in 3D
- E-Commerce Demands
- Specialty Proofing
- Virtual & Augmented Reality Applications
- Communicating Brand Colors
- Measuring Non-Color Attributes... and more!

Hands-on sessions include:

- Interactive 3D Packaging Models
- CUshop VR: Consumer Behavior in a Virtual Store
- Soft Proofing
- Inkjet Proofer Profiling
- Sample Making... and more!

RATES:

- \$995/person
- \$895/person for 3+

CONTACT & REGISTER:

- Bobby Congdon (864) 650-2762 or rcongdo@clemsn.edu
- Kayla Rogers (813) 435-0661 or krroge2@clemsn.edu
- www.SonocoInstitute.com/Events